

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 572 Issue 2



wnbc4.com

AUG 14 2012

NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Client:	Priorities Usa Action/ Issue	Submission Cost:	15000	Campaign Ref:	E:120717035
Buyer:	..	Client/Product/Estimate:	321 /340 /1520	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06236176
Est./PO Number:	06236176	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
15	M-F 10a Today Show III ..W....	02		30 Comme	Nbr of Spots Closed PR	1	1	
16	M-F 1135p ET / 1035p CT Tonight Show ..W....	01		30 Comme	Nbr of Spots Closed PR	1	1	
17	M-F 5p News ..W....	01		30 Comme	Nbr of Spots Closed PR	1	1	
18	M-F 6a News ..W....	01		30 Comme	Nbr of Spots Closed PR	1	1	
19	M-F 9a Today Show II ..W....	02		30 Comme	Nbr of Spots Closed PR	1	1	
20	M-F 1135p ET / 1035p CT Tonight ShowF..	01	1200	60 Comme	Nbr of Spots	1	1	1200
21	M-F 6a NewsF..	01	2200	60 Comme	Nbr of Spots	1	1	2200
22	M-F 5p News M.....	01	1800	60 Comme	Nbr of Spots	1	1	1800
23	M-F 6a News M.....	01	2200	60 Comme	Nbr of Spots	1	1	2200
Weekly Totals:					Total Spots(Ord Spots)	8	2	10
					Closed PR	6		6

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
24	Sun 630-10a News / Today / News MTWTFSS 06:30-00-08:00:00 Isolations: W/C 08/13S	12		60 Comme	Nbr of Spots Closed PR	1	1	1
25	M-F 5a News ...T....	01	800	60 Comme	Nbr of Spots	1	1	800
26	M-F 7a Today Show ...T....	01	2800	60 Comme	Nbr of Spots	1	1	2800
27	M-F 5a News .T.....	01	800	60 Comme	Nbr of Spots	1	1	800
28	M-F 10a Today Show III ..W....	02	700	60 Comme	Nbr of Spots	1	1	700
29	M-F 9a Today Show II ..W....	02	1200	60 Comme	Nbr of Spots	1	1	1200
30	Sun 630a News MTWTFSS Isolations: W/C 08/13S	02	1300	60 Comme	Nbr of Spots	1	1	1300
Weekly Totals: Total Spots(Ord Spots)					8	2	10	
Closed PR					6		6	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
15	M-F 10a Today Show III	:30 Commercial	08/13/12	Closed Pre Emption	350.00	No Makegood / Credit	0000000000	E:120717035
16	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	08/13/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120717035
17	M-F 5p News	:30 Commercial	08/13/12	Closed Pre Emption	900.00	No Makegood / Credit	0000000000	E:120717035
18	M-F 6a News	:30 Commercial	08/13/12	Closed Pre Emption	1,100.00	No Makegood / Credit	0000000000	E:120717035
19	M-F 9a Today Show II	:30 Commercial	08/13/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120717035
					1,300.00			

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
24	Sun 630-10a News / Today / News	1:00 Commercial	08/13/12	Closed Pre Emption		No Makegood / Credit	0000000000	E:120717035

Grand Totals

		Month 8 Weeks: 4	
Totals		08/13	08/20
Spots	10	8	2
Cost	15000	11000	4000

Grand Totals:

Spots:	10
Gross Total:	15,000.00
Commission:	2,250.00
Net Total:	12,750.00